

## IN THE CLAIMS

Please add new claims 42-73 and rewrite claims 20, 28, 36, and 40 as illustrated below, canceling the previous version of each amended claim. Appendix A attached hereto includes a version of each amended claim written to reflect the changes relative to the previous version of the amended claim.

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20. (Amended) A method for delivering a customized offer for sale of an item of merchandise from a retailer proximate a user, comprising:

obtaining information identifying an item of merchandise that the user desires to purchase;  
determining a physical location of the user;

querying a computerized network of information utilizing a query based on the information identifying the item of merchandise that the user desires to purchase and the physical location of the user;

receiving from a retailer-based agent in response to the query the customized offer for sale of an item of merchandise that is offered for sale from a retailer proximate the user, the item of merchandise that is offered for sale being associated with the item of merchandise that the user desires to purchase; and

displaying the customized offer and a physical location of the retailer.

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28. (Amended) An apparatus that delivers a customized offer for sale of an item of merchandise from a retailer proximate a user, comprising:

a processor;

memory that stores information under the control of the processor;

logic that obtains information identifying an item of merchandise that the user desires to purchase;

logic that determines a physical location of the user;

logic that queries a computerized network of information utilizing a query based on the information identifying the item of merchandise that the user desires to purchase and the physical location of the user;

logic that receives the customized offer for sale of an item of merchandise from a retailer-based agent in response to the query, the item of merchandise being offered for sale at a retailer proximate the user and being associated with the item of merchandise that the user desires to purchase; and

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logic that displays the customized offer and a physical location of the retailer.

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36. (Amended) A method for delivering purchasing information for sale of an item of merchandise from a retailer proximate a user, comprising:

obtaining information identifying an item of merchandise that the user desires to purchase;

determining a physical location of the user;

automatically querying a computerized network of information utilizing a query based on the item information and the physical location of the user;

receiving the purchasing information from an agent in response to the query, the purchasing information including an offer for sale of an item of merchandise being associated with the item of merchandise that the user desires to purchase; and

displaying the purchasing information.

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40. (Amended) The method of claim 39, further comprising recognizing patterns to enhance determining the closest retailers surrounding the user, and suggesting items of merchandise for sale at the closest retailers surrounding the user.

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42. (New) A method for delivering a customized offer for sale of an item of merchandise from a retailer proximate a user, comprising:

obtaining information identifying the item of merchandise from the user;

determining a physical location of the user;

querying a computerized network of information utilizing a query based on the information identifying the item of merchandise and the physical location of the user;

receiving from a retailer based agent in response to the query the customized offer for sale of the item of merchandise from the retailer proximate the user;

displaying the customized offer and a physical location of the retailer;

determining the closest retailers surrounding the user; and

suggesting items of merchandise for sale at the closest retailers surrounding the user.

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43. (New) The method of claim 42, further comprising obtaining information identifying a shopping list comprising a plurality of items of merchandise.

44. (New) The method of claim 43, further comprising querying a computerized network of information utilizing a query based on the information identifying the shopping list of items of merchandise and the physical location of the user.

45. (New) The method of claim 43, wherein said shopping list is generated by the user at a location remote from the retailer.

46. (New) The method of claim 42, further comprising displaying a list of items of merchandise available at the retailer and the prices associated therewith.

47. (New) The method of claim 42, wherein the computerized network of information is the Internet.

48. (New) The method of claim 42, further comprising alerting the user to the best local price.

49. (New) An apparatus that delivers a customized offer for sale of an item of merchandise from a retailer proximate a user, comprising:

a processor;

memory that stores information under the control of the processor;

logic that obtains information identifying the item of merchandise from the user;

logic that determines a physical location of the user;

logic that queries a computerized network of information utilizing a query based on the information identifying the item of merchandise and the physical location of the user;

logic that receives the customized offer for sale of the item of merchandise from a retailer based agent in response to the query;

logic that displays the customized offer and a physical location of the retailer;

logic that determines the closest retailers surrounding the user; and

logic that suggests items of merchandise for sale at the closest retailers surrounding the user.

50. (New) The apparatus of claim 49, further comprising logic that obtains information identifying a shopping list comprising a plurality of items of merchandise from the user.

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51. (New) The apparatus of claim 49, further comprising logic that queries a computerized network of information utilizing a query based on the information identifying the shopping list of items of merchandise and the physical location of the user.

52. (New) The apparatus of claim 50, wherein said shopping list is generated by the user at a location remote from the retailer.

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53. (New) The apparatus of claim 49, further comprising logic that displays a list of items of merchandise available at the retailer and the prices associated therewith.

54. (New) The apparatus of claim 49, further comprising logic that recognizes patterns to enhance the location of pertinent information.

55. (New) The apparatus of claim 49, further comprising logic that alerts the user to the best local price.

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56. (New) A method for delivering purchasing information for sale of an item of merchandise from a retailer proximate a user, comprising:  
obtaining information identifying the item of merchandise from the user;  
determining a physical location of the user;  
automatically querying a computerized network of information utilizing a query based on the item information and the physical location of the user;  
receiving the purchasing information from an agent in response to the query;  
displaying the purchasing information;  
determining the closest retailers surrounding the user; and  
suggesting items of merchandise for sale at the closest retailers surrounding the user.

57. (New) The method of claim 56, further comprising parsing the item information based on predefined criteria to create the query.

58. (New) The method of claim 56, further comprising displaying a list of items of merchandise available at the retailer and the prices associated therewith.

- 59 60. (New) The method of claim 57, further comprising determining the closest retailers surrounding the user, and suggesting items of merchandise for sale at the closest retailers surrounding the user.
- 60 61. (New) The method of claim 57, further comprising alerting the user to the best local price.
- 61 62. (New) A mobile shopping agent, comprising:  
means for receiving from a user an input for a product desired to be purchased by the user;  
means for locating at least one retailer being proximate the user and having an item of merchandise for sale that is associated with the desired product; and  
means for displaying a customized offer for sale of item of merchandise for sale that is associated with the desired product and for displaying a location of the at least one retailer.
- 62 63. (New) The mobile shopping agent of claim 62, wherein the means for receiving further comprises a means for receiving an input of a plurality of products.
- D6 63 64. (New) The mobile shopping agent of claim 63, wherein the means for locating further comprises a means for querying a computerized network based on the plurality of products.
- 64 65. (New) The mobile shopping agent of claim 62, wherein the means for displaying further comprises a means for displaying a plurality of customized offers for sale item of merchandise for sale that are associated with the desired product.
- 65 66. (New) The mobile shopping agent of claim 62, wherein the means for displaying further comprises a means for displaying a list of a plurality of retailers proximate the user and for displaying an offer for sale of the items of merchandise for sale at the each of the plurality of retailers.
- 66 67. (New) The mobile shopping agent of claim 66, further comprising a means for displaying a best local price for the desired product.

68. (New) A method for presenting an offer for sale of an item of merchandise, comprising:  
storing information related to at least one product desired to be purchased by the mobile user;

determining a physical location of a mobile user;

querying a computer network based on the stored information to determine whether a retail location proximate the mobile user offers for sale the at least one product desired to be purchased; and

displaying an offer for sale of the at least one product desired to be purchased, the offer for sale being provided at a retailer proximate the mobile user.

69. (New) The method of claim 68, further comprising displaying a location of the retailer with respect to the location of the mobile user.

70. (New) The method of claim 68, further comprising displaying a best local price for the product desired to be purchased.

71. (New) An automated retail shopping network, comprising:  
a retailer agent configured to provide a computerized network of information related to items of merchandise from a plurality of retailers and to determine a physical location of a mobile shopper proximate the retailer agent; and

a shopping agent communicatively coupled with the retailer agent and configured to store information related to desired items of merchandise and to receive information related to at least one of the plurality of retailers proximate the shopper offering for sale the desired item of merchandise, said information being derived from a query of the computerized network based the stored information and the physical location of the shopper.

72. (New) The network of claim 71, wherein the shopping agent is further configured to display the location the retailer proximate the shopper with respect to the location of the shopper.

73. (New) The network of claim 71, wherein the shopping agent is further configured to determine a best local price of the desired item of merchandise and to display the best local price.